

I claim:

1. A method for retaining a client subscription to an on-line site that provides access to industrial products and services, wherein at least one service includes data mining of a data warehouse populated with data relating to at least one industrial application, the method comprising the steps of:
- providing an on-line site providing access at least to industrial products and services;
 - offering a subscription to the client to access the on-line site;
 - if the client accepts the subscription offer, further offering the client at least some access to the data mining service free of charge; and
 - charging the client a fee for subscribing to the on-line site,
- wherein the client subscription is retained by rewarding the client with the data mining analyses service access free of charge.
2. In a data mining system, a method for providing analysis services directed to industrial control-related data originating at a plurality of client industrial systems, the data mining system in communication with the plurality of client industrial systems, the data mining system further accessible over a network by a user, the data mining system being associated with a data warehouse and comprising at least one data mining application, the method comprising the steps of:
- collecting industrial control-related data from the plurality of client industrial systems;
 - storing the collected industrial control-related data in the data warehouse associated with the data mining system;
 - providing access over the network by the user to the at least one data mining application;
 - in response to the user-directed data mining application, retrieving data from the data warehouse and processing the data; and
 - delivering the processed data over the network to the user.

3. A method for delivering industrial control-related on-line services to a user during an on-line session, the method comprising the steps of:

- 5 providing access by a user over a network to a data mining system during the on-line session, the data mining system comprising at least one application in communication with a data warehouse, the data warehouse comprising data collected from among network-delivered data originating with a plurality of industrial control systems, the application allowing the user to conduct analyses of data in the data warehouse and to view the results of the analyses; and
- 10 providing access by the user to non-data mining industrial control-related content, the access provided during the same on-line session.

4. A method for generating a data structure comprising industrial control-related content for presentation to a user over a network during an on-line session, the method comprising:
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generating a document for presentation over the network to the customer during the on-line session;

inserting into the document a first link that, when selected by the user, points to a second document relating to an industrial-control related data mining service;

20 and

inserting into the document a second link that, when selected by the user, points to non-data mining industrial control-related on-line content;

whereby the user is provided access to the industrial control-related data mining service as an incentive to also access the non-data mining industrial control-related on-line content.

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5. The method according to claim 4, further comprising the step of inserting into the document content allowing invocation of the second link by the user only if the user is a paying subscriber to the non-data mining industrial control-related on-line content.
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6. The method according to claim 5, further comprising the step of inserting into the document content indicating that access via the first link to the industrial-control related data mining on-line service is free of charge.

5 7. The method according to claim 5, further comprising the step of inserting into the document content indicating that access via the second link to the non-data mining industrial control-related on-line content is free of charge.

10 8. The method according to claim 4, further comprising the step of inserting into the document content allowing invocation of the first link if the user by the user only if the user is a paying subscriber to the industrial control-related data mining service.

15 9. A data mining system for providing analysis services directed to industrial control-related data originating at a plurality of client industrial systems, the data mining system in communication with the plurality of client industrial systems, the data mining system further accessible over a network by a user, the data mining system being associated with a data warehouse and comprising at least one data mining application, the system comprising:

20 data collection means adapted for collecting data from the plurality of client industrial systems;

 a data warehouse coupled to the data collection means and adapted for storing data collected from the plurality of industrial systems;

25 on-line analytical processing means coupled to the data warehouse and adapted for analyzing industrial systems data; and

 user-interface means for presenting to the user the results of on-line analytical processing.